Permit #F00026826

FilmL.A., Inc.
1201 W. 5th Street, Suite T-800
Los Angeles, CA 90017
t: (213)977-8600 - f: (213)977-8601
www.filmla.com

Summary Information

Permit No: F00026826 **Type of Permit:** FILMING **Release Date:** 04/09/2010

Production Company BARRACUDA FILM TV

Insured Company Name BARRACUDA FILM TV

Contact Phone No. 1 347-206-3400
Contact Phone No. 2
Fax
Address ERIK DAHLBERGSALLEN
STOCKHOLM, 11520

Production Title BARRACUDA FASHION VIDEO

Type of Production TV Webisode/Mobisode/Podcast

Producer ANGELICA RUNDBERG

Director ANGELICA RUNDBERG

1st AD N/A N/A

Production Manager N/A N/A

FilmL.A. Coordinator Daniel Alvarez

Location Manager ANGELICA RUNDBERG
Primary Phone Mobile - 347-206-3400
Secondary Phone

Location Assistant N/A N/A
Primary Phone Mobile - N/A
Secondary Phone

Fees

FILMLA FILM APPLICATION FEE	$625.00
LA COUNTY - BEACH USE	$400.00
LA CITY FIRE DEPARTMENT SPOT CHECK SURCHARGE	$85.00

Total Permit Fee $1,110.00

Number of Locations 1

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Summary Information — Location

Permit Number	F00026826	**Location Manager**	ANGELICA RUNDBERG
Production Company	BARRACUDA FILM TV	Primary Phone	Mobile - 347-206-3400
Insured Company	BARRACUDA FILM TV	Secondary Phone	
Production Title	BARRACUDA FASHION VIDEO		

Location Address	100 Ocean Front Walk, Los Angeles, CA, 90291
Location Names	VENICE BEACH
Location Type	Beach
Location Description	VENICE BEACH / LA COUNTY BEACH
Film Dates	4/11/2010 - 4/11/2010 11:00 - 16:00
Open or Closed to the Public	Open
Generic Conditions	All Vehicles must be parked legally. Must comply with attached Beaches and Harbors Conditions No Cast and Crew parking on areas streets. No interference with vehicular or pedestrian traffic
Please see attached documents	Venice Area January 2010.pdf Venice Beach Lots.PDF BEACHES and HARBORS VENICE BEACH CONDITIONS Dec 2009.pdf

Equipment on Location

Type	Quantity
Cast/Crew vehicles	3

Personnel on Location

Type	Quantity
Crew	3

Filming Activities	Camera & Equipment on Sand; Exterior Dialogue; Exterior establishing shots; FILMING BETWEEN TOWERS 18 AND 19; INTERVIEWS ON BEACH ;

Jurisdiction

Political: Los Angeles City - Council District 11

Police: Los Angeles Police Department

Fire: Los Angeles City

Location Notes	Company must contact PCI (310-821-1081) directly for parking requirements and activities on PCI property No parking in handicap or electric charging spaces Reservations for filming/still photo is done by FilmL.A. No parking, blocking or staging in handicap spaces, meters, electric charging stations or Pay and Display machines
Coordinator Note	NO WATER ACTIVITY

Parking

Base Camp
Location Type : Location
Street :

Crew Parking
Location Type : Location
Street :

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Special Filming Conditions for Los Angeles County Beaches

VENICE BEACH

The Special Filming Conditions described below will be included in the terms and conditions of permits issued for filming in this area and are in addition to the standard terms and conditions applicable to filming permits generally. While these Special Filming Conditions will be included as terms if a permit for filming in this area is issued, they are not intended to, and do not, establish the criteria or standards for determining whether or not a particular permit (or permits) will be issued for this area. The decision whether or not a particular permit (or permits) will be issued is vested in the discretion of the appropriate City or County department or their designees (including FilmL.A., Inc.), to be exercised consistent with public health, safety and general welfare, and applicable land-use ordinances.

These conditions have been drafted by the Los County Department of Beaches & Harbors to help facilitate filming on Los Angeles County Beaches.

- No parking, blocking or staging in handicap spaces, meters, electric charging stations or Pay and Display machines. May not block public or emergency access at any time.
- May not interfere with lifeguard, maintenance or scheduled beach activities or special events at any time.
- Companies must make parking arrangements for parking in LA County parking lots through Parking Concepts, Inc (PCI) prior to first film date. **For the Venice BL & Rose Av lots: No arrival prior to 7:00 AM or staying past 10:00 pm unless a survey of the residential buildings has been obtained. For the Washington BL lot: Companies will not be allowed into the lot prior to 7:00 AM or after 10:00 PM (No Exceptions).** Sign removal in LA County parking lots is prohibited.
- **Lifeguard towers must be indicated on permit.**
- No catering or craft services allowed on pedestrian walkways or bike path.
- No animals allowed unless prior approval from Beaches & Harbors and FilmL.A. and indicated on permit. *All dogs must remain on leashes and off sand when not filming.*
- **NO DRIVING SCENES ALLOWED ON SAND. Use of 4-wheel drive vehicles on the beach is approved for equipment transporting only. No joy riding on vehicles on the beach at any time. Vehicle speed is limited to 5 mph at all time**
- **Equipment vehicles larger than 33 feet in length parking in the Venice Boulevard Beach parking lot must have flagman for safety purposes when crossing over the bike path. Companies may also be required to pay for a parking attendant.**
- **Equipment vehicles may not park on bike path that goes through the Venice Boulevard beach parking lot at any time.**
- Digging holes less than five (5) feet deep must be approved by Beaches & Harbors and indicated on the permit. Holes deeper than five (5) feet will require Cal Osha approval (213) 576-7641 with written approval to Beaches & Harbors.
- If use of maintenance or lifeguard personnel is required, it must be reflected on the permit and call times indicated. ***Lifeguards require 24 hour notice to be hired with a 4 hour minimum requirement. Maintenance also requires 24 hour notice to be hired.*** *A County Lifeguard is required for any filming that occurs on a beach or parking lot after hours (2200-0600 hrs). There is a 4 hour minimum and an additional 8 hours for all after hours filming.*
- Tent use must be indicated on permit. *No staking into parking lot. Sandbags must be used.*
- **All equipment must be 10 feet from bike path. Companies must fly cables over bike path.**
- **Generator(s) must be placed facing the water side of the parking lot.**
- **For Automobile commercials: The filming allowed under this permit shall not include promotional material, which implies endorsement by Department of Beaches & Harbors, nor can it depict identifiable Beach features or structures, which convey that implication.**
- **Companies must keep base of Venice Pier clear of all equipment and persons while filming on the pier.**
- **Emergency access areas (marked in red) can not be used at any time (No exceptions).**

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SPECIAL FILMING CONDITIONS
VENICE AREA

The Special Filming Conditions described below will be included in the terms and conditions of permits issued for filming in this area and are in addition to the standard terms and conditions applicable to filming permits generally. While these Special Filming Conditions will be included as terms if a permit for filming in this area is issued, they are not intended to, and do not, establish the criteria or standards for determining whether or not a particular permit (or permits) will be issued for this area. The decision whether or not a particular permit (or permits) will be issued is vested in the discretion of the appropriate City or County department or their designees (including FilmL.A., Inc.), to be exercised consistent with public health, safety and general welfare, and applicable land-use ordinances.

For purposes of these guidelines the Venice area is Santa Monica City limits to the north, Lincoln Boulevard to the East, Pacific Ocean to the west and Washington Boulevard to the South (including the Strand which is Pacific Avenue, Washington Boulevard, Via Marina, and the Pacific Ocean)

- **Affected residents and merchants must be notified at least two (2) days in advance of the first day of filming or the first day of any substantial set preparation.** *Permit requests must be submitted at least three (3) days in advance.*

- **Filming on holidays and weekends is generally not permitted**, especially during the summer. Exemptions may be granted on a case-by-case basis. Factors such as size of company, exact location and scope of intended filming, time of year, and anticipated impact on local parking will be considered when reviewing requests for such exemptions.

- **No vehicles shall be driven or parked on Ocean Front Walk between the hours of 10:00 a.m. and 7:00 p.m**. unless approved by The Department of Recreation and Parks.

- **Speedway shall not be used for parking of vehicles or equipment and must remain open to emergency vehicles.**

- **All vehicles and equipment (including private automobiles) associated with the production company shall be legally parked unless specific exemption is granted by the film permit.** No vehicles or equipment shall be permitted to park on Ocean Front Walk or the Venice Recreation Area property unless approved by The Department of Recreation and Parks. The use of private parking lots is strongly encouraged. Publicly owned parking lots in the area are managed by PCI parking and must be added to the filming permit and cleared with the appropriate agency.

- **Use of Los Angeles County beach parking lots have the following restrictions:**

    - **The Washington Boulevard lot is restricted to parking only between 7:00 a.m. and 10 p.m**. No community survey will be allowed for additional hours.
    - **Rose Avenue and Venice Boulevard lots require a community survey from affected residential buildings for any activity (parking or filming) prior to 7:00 a.m or after 10:00 p.m.**

- **Traffic control on all area streets shall be limited to a maximum of two (2) minutes.**

- **It is the responsibility of the production company to deploy sufficient police officers to ensure that traffic flow in the area is not unreasonably hindered.**

- **Additional Special Filming Conditions apply to filming on Washington Boulevard between Pacific Avenue and the Venice Pier, Abbot Kinney Boulevard, and Venice Beach.**

FilmL.A. Inc. PERMIT

VENICE CITY BEACH
ROSE AVE PARKING LOT - FILMING AREAS

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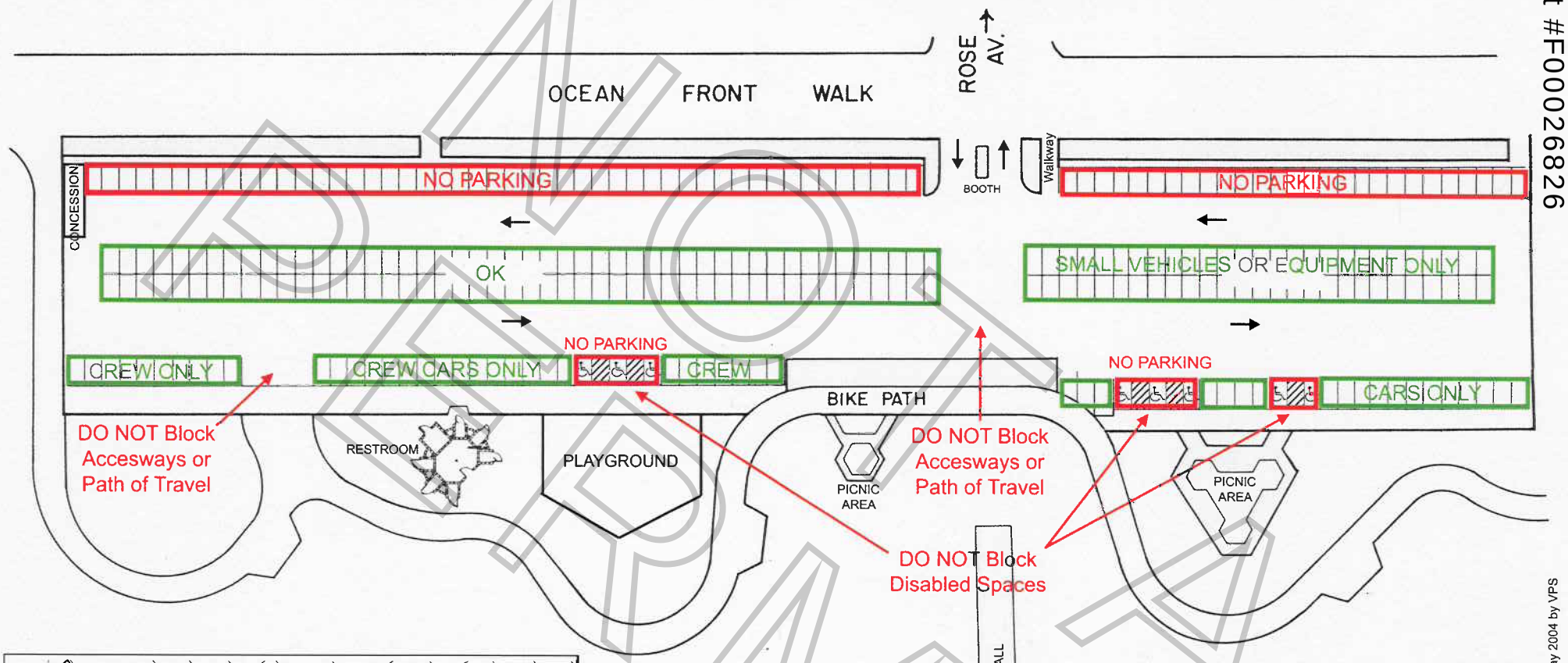

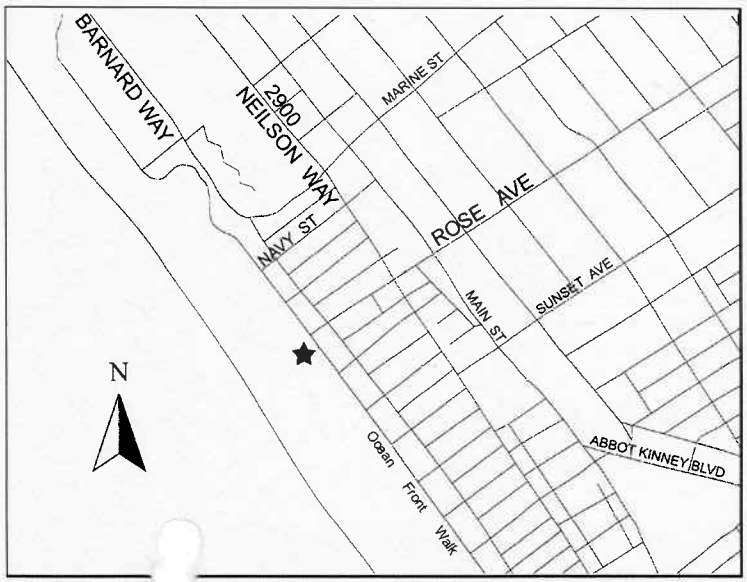

Filming delineations May 2004 by VPS

Map not to scale.

REGULAR SPACES	280
DISABLED	8
TOTAL	288

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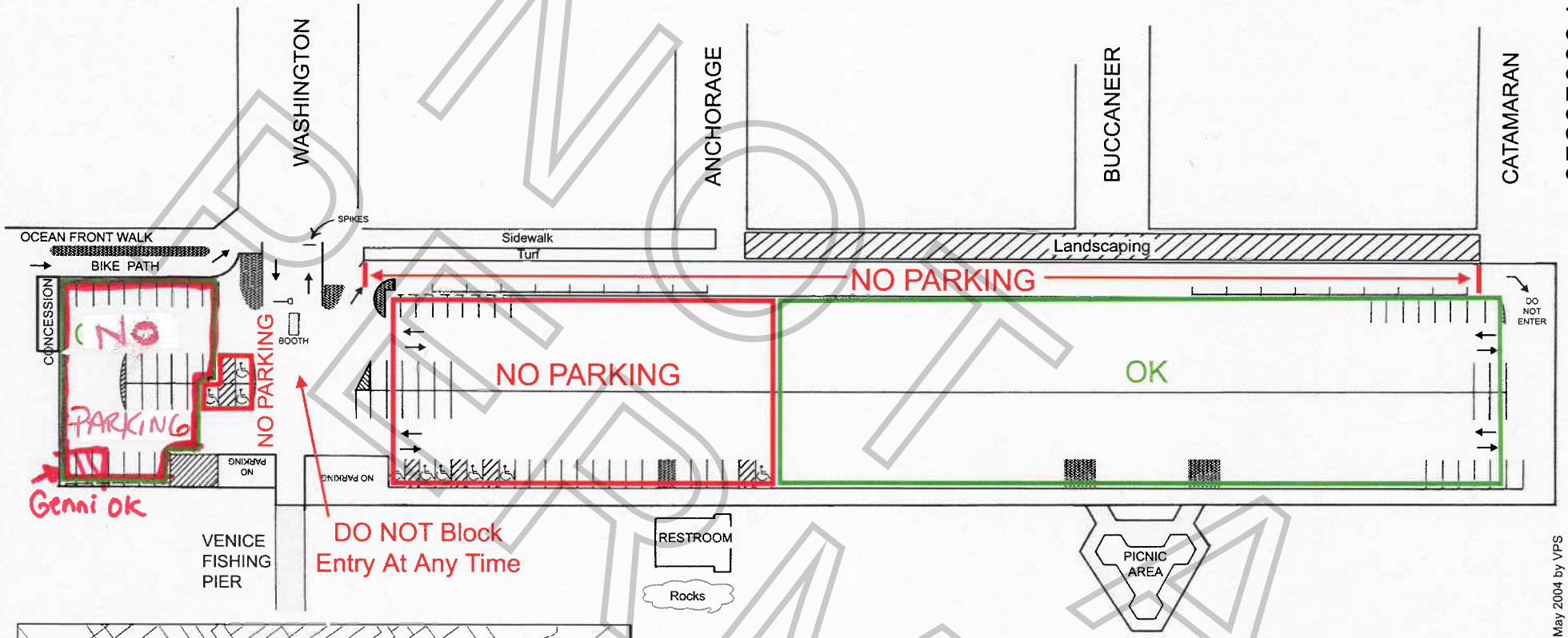
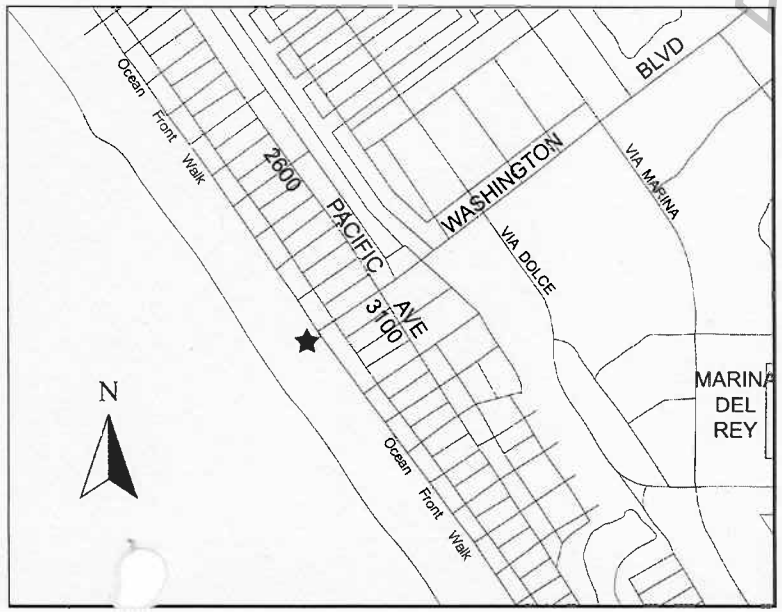
L.A. COUNTY DEPARTMENT OF BEACHES AND HARBORS [illegible]ed 5 / 2002 by CLS

PERMIT

VENICE CITY BEACH
WASHINGTON BLVD PARKING LOT - FILMING AREAS

Permit #F00026826





REGULAR SPACES	371
DISABLED	9
TOTAL	380

Filming delineations May 2004 by VPS

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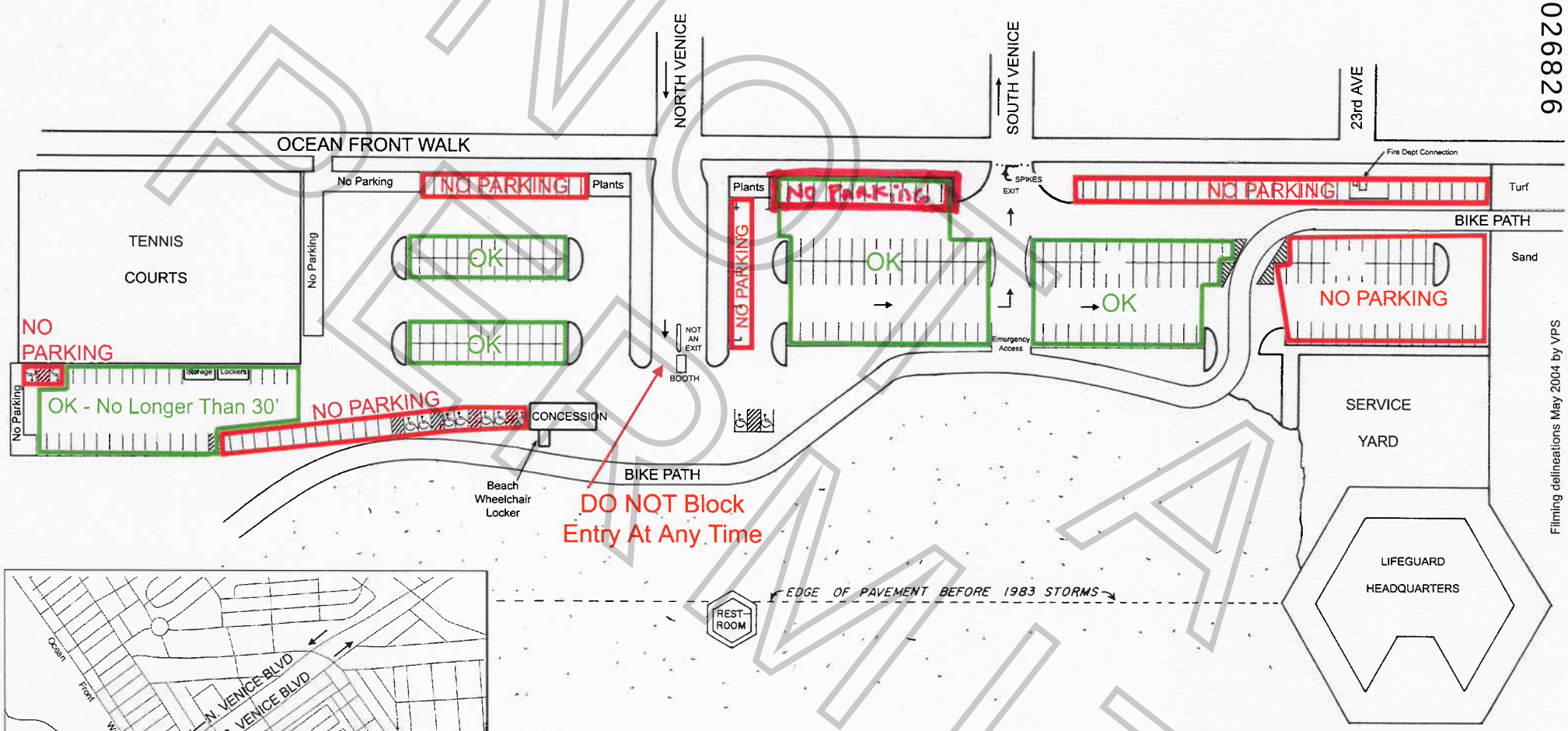
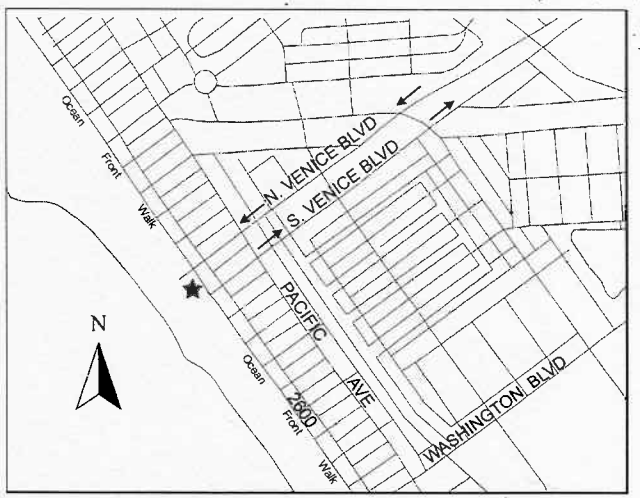
VENICE CITY BEACH
VENICE BLVD PARKING LOT - FILMING AREAS





Map not to scale.

REGULAR SPACES	292
DISABLED	11
TOTAL	303

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